

Medicaid
Quit Line Data Summary
April 1 - June 30, 2003

	Medicaid	State
Number of Calls to Quit Line	N = 756	N = 3,671
Percent of Statewide Calls	36.1%	100.0%
Percent of State Population in County¹	NA	100.0%
	Medicaid %	State %
Gender	N = 750	N = 3,165
Female	66.3%	60.2%
Male	33.7%	39.8%
Race/Ethnicity	N = 701	N = 2,585
People of Color	13.3%	12.9%
White	86.7%	87.1%
Age	N = 754	N = 2,854
Less than 18 years old	0.9%	2.1%
18 - 24 years old	11.3%	14.8%
25 - 34 years old	21.8%	23.1%
35 - 44 years old	26.4%	25.3%
45 years and older	39.7%	34.8%
Education	N = 738	N = 2,724
Did not graduate high school	26.2%	16.0%
High school graduate	34.7%	34.7%
Some college/vocational school	33.5%	36.8%
College graduate	5.7%	12.5%
Caller Type	N = 756	N = 3,278
General Information	0.5%	12.3%
Health care provider	0.1%	3.5%
Tobacco user	99.3%	84.1%
Payer Type	N = 756	N = 2,092
Medicaid	100.0%	36.1%
Heard About	N = 698	N = 2,748
Past caller	13.9%	11.3%
Employer/worksites	0.4%	0.6%
Health care provider	36.4%	24.8%
Television	9.7%	16.6%
Outdoor advertisement (billboard/bus/wall)	1.9%	5.3%
Targeted mailing	0.0%	0.2%
Great Start	0.1%	0.1%
Radio	1.3%	6.8%
Newspaper/Magazine	0.3%	0.9%
Brochure/Newsletter	3.3%	5.7%
Family or friend	27.7%	22.9%
Health Department	4.4%	4.1%
School	0.6%	0.6%